

REMARKS

Claims 1-5, 8-12, 14, and 15, are pending and stand rejected. In view of the following remarks, the Applicant requests the Examiner's thoughtful reconsideration.

CLAIM REJECTIONS – 35 USC §101

Claims 14 and 15 were rejected under Section 101 as being directed to non-statutory subject matter. Claims 14 and 15 have been amended to address the Examiner's concerns.

CLAIM REJECTIONS – 35 USC §103

Claims 1-5, 8-12, 14, and 15 were rejected under Section 103 as being unpatentable over USPN 6,009,410 issued to LeMole in view of US Pub 2002/0107895 to Timmer.

Claims 1-5 and 8-12: Claim 1 is directed to a method for creating a customized composition at an assembling web site and, as amended, recites the following acts:

1. providing a user interface configured to enable a user to input preference data;
2. automatically correlating the preference data to a plurality of different sources from which graphics related to the preference data are accessible;
3. for each of the plurality of different sources of graphics, automatically obtaining a reference to a graphic related to the preference data that is accessible from that source; and
4. creating a custom composition that includes each obtained reference to a graphic and information for positioning each referenced graphic on a sequence of pages generated by processing the composition.

With respect to the fourth act listed above, the Examiner contends that LeMole teaches creating a custom composition that includes each obtained

reference to a graphic. However, the Examiner admits that LeMole fails to teach or suggest creating a custom composition that includes information for positioning each obtained referenced graphic on a sequence of pages that are generated by processing that composition.

Addressing LeMole's deficiency, the Examiner turns to Timmer. In particular, the Examiner states:

the invention allows a user to construct a personalized book (presumably multi-paged, see Pg.1 Paragraph [0011]) based on content that is supplied by the user directly, or via other means such as content tools (see Paragraph [0023]) or selected from any number of sources including the host, the host's plurality of content Partners, and third parties. In addition to content, the host also offers to the user the selection of structures (i.e., layout formatting) for their personalized book (see Paragraph [0022])). Thus, Timmer provides the means to generate a personalized book based on user and host provided content and layout/formatting.

In short, the Examiner asserts that Timmer teaches creating a book based on content and a layout specified by a user. Even if this is true, the Examiner has failed to establish that Timmer teaches the creating of a composition that includes instructions for positioning the user specified content when that composition is processed. Instead, Timmer teaches creating a book with content positioned based on user instructions. Timmer mentions nothing of creating a composition that can be processed to create a book let alone a composition that includes information for positioning user specified content on a sequence of pages that are generated by processing the composition.

Even when combined, LeMole and Timmer fail to teach or suggest creating a custom composition that includes information for positioning each obtained referenced graphic on a sequence of pages that are generated by processing that composition. For at least this reasons, Claim 1 is patentable over the cited references as are Claims 2-5 and 8-12 which depend from Claim 1.

Claims 14 and 15: Claim 14 is directed to a program product comprising computer readable code for causing a system to implement the method of Claim 1.

Claim 15 is directed to a system for implementing the method of Claim 1. For at least the same reasons Claim 1 is patentable over LeMole and Timmer, so are Claims 14 and 15.

CONCLUSION

Claims 1-5, 8-12, 14, and 15 are felt to be in condition for allowance. Consequently, early and favorable action allowing these claims and passing the application to issue is earnestly solicited. The foregoing is believed to be a complete response to the outstanding Office Action.

Respectfully submitted,
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December 4, 2007